

APPLICATION FORM**PART ONE: CONTACT INFORMATION**

Name: Lori Edwards

Pronouns: She/Her

[Redacted]

LinkedIn profile link if available: <https://www.linkedin.com/in/loriedwards/>

Years of experience with Microsoft data platform technologies: 18

PART TWO: PROFESSIONAL BACKGROUND

1. Describe your employer's business:
Developing data performance management software for the Microsoft Data Platform
2. Describe your primary job responsibilities:
Creating training content for our software offerings and assisting any online or in person training both internal and external.
3. Do you or your company have any known relevant financial relationships with any current companies represented on the PASS Board of Directors? Current companies are outlined on pages 4 of the Application Guidance Document. If yes, details may be requested.
 Yes
 No

PART THREE: STATEMENT OF INTENTIONS

4. How can PASS better serve the Microsoft data platform community?

First and most importantly, PASS needs to survive. The balance of this year and probably next year will require the Board of Directors to take a hard look at how best to serve the SQL Server community and what that requires both financially and resources wise. I believe that serving during this time has both helped me to understand the workings of PASS and real time to think about how we might change and what we realistically need to move forward.

Providing valuable learning content is extremely important to our community. There are plenty of data professionals who are working solo and while there is a lot of good educational content out there, to have a place that will consistently be providing that content is essential. Historically, much of our content has been through online events and single webinars. With us being a global organization, these are not always a possibility for a number of our members. I'm excited about the possibility of PASS Pro, especially the upcoming educational series. These can provide wonderful content regardless of where you are in the world, in addition to allowing members to thoroughly learn concepts.

Another matter that has been very close to my heart is Diversity, Equity and Inclusion. In Connect, Share, Learn, the first word is Connect. We need to ensure that all the community feels seen and supported and comfortable to connect with one another. We have made some strides this year, with the Diversity in Data panel and the DEI VG to name a few, but this is just a beginning. My hope is to continue growing in that area.

With all of these and more, we need to continue to engage with the members of our community to provide us feedback and help us to understand differing perspectives.

PART FOUR: LEADERSHIP AND MANAGEMENT

5. Please describe your management and leadership background.

For the previous two years, I have served as a Director at Large for PASS. I am currently the training manager at SentryOne – this has included both creating and managing a new department. I have served both as a local president and regional governor (Southern CA, Arizona, New Mexico, Utah, and Northern Mexico) for a volunteer service organization which included organizing bi-annual regional conferences, selecting charities, creating governance and providing educational opportunities. I also volunteered as the Program Director for the Programs Committee, helping to pull together the 2011 PASS Summit.

6. List any professional Boards on which you have served.

I have not served on any professional boards.

7. Please describe your background/experience in dealing with organizational finances, including the size of the organization and budgets involved.

I served as the regional treasurer for the volunteer service organization, a 501(c) (3) with a budget of around \$50,000 annually. I have also been responsible for the budget for the training department at SentryOne.

PART FIVE: VOLUNTEER EXPERIENCE

8. Please outline your volunteer history with PASS. Include the following information:
- Committees on which you have served
 - Projects you worked on and the PASS organization has benefited
 - PASS community participation within your region that outlines your contribution, the location, reach, and goals

I started volunteering for PASS in 2008 on the Security VC and then started volunteering for the Program Committee the next year. I served on the Program Committee for 3 years, ending as Program Director in 2010-2011. I helped to develop the speaker scorecard in order to collect speaker review stats across different PASS sponsored events. In 2010, I was chosen to be a part of the Election Review Committee that went through the current election process and suggested modifications to ensure that future elections would be more manageable. During the PASS Summit 2011, I was presented with the PASSion award. In 2014, I started speaking at SQL Saturdays throughout the US. In 2015, I served on the Nominations Committee. Since 2019, I have been serving on the PASS Board of Directors as a Director at Large.

PART SIX: ACTIVITIES

9. What have you done in the past 24 months to prepare to serve on the PASS Board?

Primarily actively serving on the Board of Directors. This opportunity has brought insight into how the board functions now, insight into things that could be changed to make it better. This insight has helped to generate ideas for what the board can do help and support the community going forward.

10. Tell us about your involvement and accomplishments within any other volunteer organizations.

As stated elsewhere, I spent 10 years on an international non profit organization. Along with the opportunity to serve others, I had the occasion to build my leadership skills in serving both on the local chapter board as well as the regional board. I had the opportunity to travel to Japan to meet with the other regional governors to help determine the path for our organization going forward.

11. What key learnings have you taken away from your volunteer experiences?

In my volunteer experiences, I have always worked to be in a leadership position. Both getting to that point and staying efficient there, has required me to hone my communication skills. I work to understand different points of view, even if they're quite different than mine, so that we can best determine how to move forward together. Serving on the PASS Board, especially during this unusual year with its hurdles, has definitely been a learning experience and I feel that I've become a better, more empathetic person and leader as a result.

12. Have you read the current PASS Bylaws?

Yes

No

13. Have you read the PASS Board meeting minutes from past year?

Yes

No

PART SEVEN: ACKNOWLEDGEMENTS

14. Please provide links to any relevant public social media accounts.

Twitter: www.twitter.com/loriedwards

LinkedIn: www.linkedin.com/in/loriedards/

Blogs: blogs.sentryone.com/author/loriedwards

PART EIGHT - REFERENCES AND BACKGROUND CHECK

You are required to include statements of support from individuals who endorse your candidacy.

You **must** provide three references illustrating the range of your network and how it relates to leadership experience. This can include references from other Boards you are currently sitting on or have sat on in the past. At least one reference must be from a PASS volunteer. References from current PASS members are valued above other references.

Reference Information	Reference Type
<p>Name: John Martin</p> <p>[Redacted]</p> <p>Statement of Support:</p> <p>Put simply, PASS needs Lori on the board for another term. Her work to deliver improvements around diversity and inclusion, building on the foundation that the WIT programme put in place is vital to the future success of PASS. This needs to continue and I believe having continuity will help here with building the relationships needed to make this a success.</p> <p>Lori also has a unique perspective among our community leaders. Having been furloughed for earlier this year, for a not insignificant period, provides a key perspective for what many of the PASS members will have experienced around the world. Having someone with this experience in the decision-making process will help the PASS organisation understand what a proportion of members and potential members are going through right now will help with better decision-making.</p> <p>Whether it is what content to deliver, all the way through to programmes and initiatives that can help members cope with similar experiences.</p> <p>Finally, it is also very important to remember that Lori is has a proven track record as an educator.</p>	<p><input type="checkbox"/>Volunteer</p> <p><input type="checkbox"/>General</p> <p><input type="checkbox"/>Personal</p> <p><input type="checkbox"/>Work</p>

<p>Given that PASS delivers content and education to its membership this is invaluable insight that can help guide the organisation to deliver what is needed. Combine this with Lori’s strong community spirit and I can safely say that Lori is the embodiment of the “Connect, Share, and Learn” mission as PASS strives to help the community. Sincerely John Q. Martin</p>	
<p>Name: Allen Kinsel [Redacted]</p> <p>Statement of Support:</p> <p>I am writing today to enthusiastically recommend Lori Edwards be accepted onto the slate for the PASS Board of Directors election.</p> <p>I have had the privilege to call Lori a great friend for the last 10+ years and I can hardly think of a more qualified candidate. I met Lori though PASS when she started volunteering for the program committee in 2009 and in the time since then she has proven to be a huge advocate of PASS and the SQL community in general. In 2010 she took over as Program Director and managed what has always been one of PASS’s largest volunteer efforts. Her exceptional efforts were rewarded in 2011 when she was awarded the PASSion award. In 2018 Lori took the final step as a volunteer with pass and was elected to the Board of directors where she has served for the past 2 years. In the time since those initial volunteer efforts Lori has continued to stay involved by serving on the ERC and Nominations Committee. She maintains</p>	<p><input type="checkbox"/>Volunteer</p> <p><input type="checkbox"/>General</p> <p><input type="checkbox"/>Personal</p> <p><input type="checkbox"/>Work</p>

<p>relationships across our community easily by speaking at SQL Saturdays, PASS Summit and SQLBits.</p> <p>As a former member of the Board of Directors I believe the number one thing Lori possesses that has allowed her to have exceptional success on the PASS board is her ability to look at any difficult situation or decision from various angles and form an opinion and a plan for action. She has a unique knack for taking that plan and building support and consensus. I have personally seen her do this countless times in her professional and personal life with some of the most difficult situations imaginable.</p> <p>Lori is honest, trustworthy, loyal, hardworking, and more. I know that she will serve the members well and I know that she will be a voice for setting bigger goals and building the strategy to achieve them. As I close, I'll reiterate my unconditional support for Lori as a candidate.</p> <p>Regards,</p> <p>Allen Kinsel</p>	
<p>Name: Kevin E. Kline, SentryOne [Redacted]</p> <p>Statement of Support:</p> <p>Dear Recipient Name:</p> <p>I have known Lori Edwards since 2009 when she first came to my attention as a volunteer working with PASS on Program Committee. During that time, worked on the Program Committee from 2009-2011 and served as the manager of the Program Committee from 2010 to 2011. Lori also served on the Election Review Committee in 2010. Lori further distinguished herself when she</p>	<p><input type="checkbox"/>Volunteer</p> <p><input type="checkbox"/>General</p> <p><input type="checkbox"/>Personal</p> <p><input type="checkbox"/>Work</p>

won the PASSion award in 2011, detailed [here](#). In addition, Lori and I have worked together at SentryOne since 2013, where she currently serves as Manager of Training, where she creates training curriculum, documentation, and workshops.

While on the board during the 2018-2020 term, Lori focused her attentions while on improving and expanding PASS' activities related to Diversity Equity and Inclusion (DEI), an especially important topic in the era of #MeToo and #BlackLivesMatter. Lori has also dedicated time and attention to the Diversity in Data panel, the DEI VC, and things like adding pronouns to badges and slide templates.

Lori is an extremely intelligent and capable team member. She is a great communicator, self-directed, and can achieve any goal she sets her sights on. She is a quick study and can learn new technologies and methods with aplomb. Despite or perhaps because of her many life experiences, Lori has a bright personality, an easy laugh, and is quite humble. I would be thrilled to have to chance to work with her again. She is an asset to any organization that she works with.

If you would like additional information about Lori, please phone me at [Redacted], which is also my WhatsApp ID.

Sincerely,

Kevin E. Kline
Founding board member of PASS and President,
2004-2008
Principal Program Manager
SentryOne

Background Check/Time and Travel Commitments

15. I agree to the estimated time and travel commitments required for this office, as outlined on Page 2 of the Application Guidance Document: Yes.
16. I have my employer's support regarding the time and travel commitments required for this office as outlined on Page 2 of the Application Guidance Document: Yes.

You may be asked to provide a background check.

PART NINE – SIGNATURE

17. "I, Lori Edwards, hereby certify, on this date, October 6, 2020, that all information I have provided or will provide in this document is true, and I agree to abide by all the terms and conditions of the PASS election process.

I agree to be considered a candidate for the position of Director-at-Large for PASS. I understand that my email address may be made available to select PASS bloggers - screened and approved by PASS - during the campaigning period for the purpose of blogger interviews with candidates. I am aware that the term for which I am applying begins January 1, 2021 and ends December 31, 2022. If elected, I agree to fulfil the duties and obligations of the elected position to the best of my ability." *(Please answer yes or no to all of the above):* Yes.

By adding your name to this contract, you signify that you understand and agree to all the terms of the above as written. This acts as your transcribed signature.